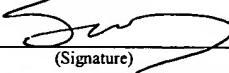


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Gary M. Richter et al.
Title: MERCHANDISING
SYSTEM
Application No.: 10/659,736
Filing Date: 09/10/2003
Examiner: Szumny, Jonathon A.
Art Unit: 3632
Atty. Dkt. No. 023720-0338

CERTIFICATE OF EXPRESS MAILING	
I hereby certify that this correspondence is being deposited with the United States Postal Service's "Express Mail Post Office To Addressee" service under 37 C.F.R. § 1.10 on the date indicated below and is addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.	
EV 505794884 US (Express Mail Label Number)	09/15/2004 (Date of Deposit)
_____ Scott M. Day (Printed Name) _____  (Signature)_____	

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY AND AMENDMENT

This communication is responsive to the Office Action dated June 15, 2004, concerning the above-referenced Application.

Amendments to the Specification begin on page 2 of this document.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this document.

Amendments to the Drawings begin on page 8 of this document and include an attached replacement drawing sheet and an annotated sheet showing changes.

Remarks begin on page 9 of this document.

Please amend the Application as follows:

09/17/2004 CNGUYEN 00000049 061447 10659736

01 FC:1202 162.00 DA